CONTRACT

KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Re	vision	Alt Orde	er #
	482818	1	062136	48
Product				
D HELLER FOR SENATE				
Contract Dates	Estimate #			
08/22/12 - 08/28/12				
<u>Advertiser</u>			Original Da	te / Revision
Dean Heller For Senate			06/25/12	/ 08/23/12
	Billing Cycle	Billing	Calendar	Cash/Trade
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Dining Cyclo	Dining Can	oridar	Odolii I I ddc
EOM/EOC	Broadcast		Cash
Station	Account E	xecutive	Sales Office
KVVU	Teresa Dif	uria	TELEREP-PHIL
Special Hand	ling		
Demographic			
Adults 35+			
IDB#	Advertiser	Code	Product Code
Agency Ref		Advertiser	Ref

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te TypeS	pots	Amount
N 1 KVVU 08/22/12 08/24/12 FOX 5 News 5-6am M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/20/12 08/26/12W-F 2	5a-6a <u>Rate</u> \$235.00	:30	NM	2	\$470.00
N 2 KVVU 08/23/12 08/23/12 FOX 5 News 5-6am M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/20/12 08/26/122 2	5a-6a <u>Rate</u> \$235.00	:30	NM	2	\$470.00
N 3 KVVU 08/27/12 08/28/12 FOX 5 News 5-6am M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/27/12 09/02/12 MT 2	5a-6a <u>Rate</u> \$235.00	:30	NM	2	\$470.00
N 4 KVVU 08/22/12 08/24/12 Fox 5 News AM M-F 6a-7a Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12W-F 4	M-F 6a-7a <u>Rate</u> \$385.00	:30	ММ	4	\$1,540.00
N 5 KVVU 08/23/12 08/23/12 Fox 5 News AM M-F 6a-7a Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12 1 1	M-F 6a-7a <u>Rate</u> \$385.00	:30	ММ	1	\$385.00
N 6 KVVU 08/27/12 08/27/12 Fox 5 News AM M-F 6a-7a Start Date End Date Weekdays Spots/Week Week: 08/27/12 09/02/12 2 2	M-F 6a-7a <u>Rate</u> \$385.00	:30	NM	2	\$770.00
N 7 KVVU 08/28/12 08/28/12 Fox 5 News AM M-F 6a-7a Start Date	M-F 6a-7a <u>Rate</u> \$385.00	:30	NM	2	\$770.00
N 8 KVVU 08/22/12 08/24/12 More M-F 9-10a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/20/12 08/26/12wTF 3	M-F 9a-10a <u>Rate</u> \$100.00	:30	MM	3	\$300.00
N 9 KVVU 08/27/12 08/28/12 More M-F 9-10a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/27/12 09/02/12 MT 2	M-F 9a-10a <u>Rate</u> \$100.00	:30	NM	2	\$200.00
N 10 KVVU 08/22/12 08/24/12 Cold Case Files <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/20/12 08/26/12wTF 3	1-2pm <u>Rate</u> \$100.00	:30	NM	3	\$300.00
N 11 KVVU 08/27/12 08/28/12 Cold Case Files Start Date End Date Weekdays Spots/Week	1-2pm <u>Rate</u>	:30	NM	2	\$200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision	Alt Order #
	482818 /	06213648
Contract Dates	Product	Estimate #

D HELLER FOR SENAT

 Advertiser
 Original Date / Revision

 Dean Heller For Senate
 06/25/12 / 08/23/12

08/22/12 - 08/28/12

	L				
		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 08/27/12 09/02/12 MT 2	<u>Rate</u> \$100.00				
N 12 KVVU 08/22/12 08/24/12 Cops Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12wTF 3	2-3p <u>Rate</u> \$100.00	:30	NM	3	\$300.00
N 13 KVVU 08/27/12 08/28/12 Cops <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/27/12 09/02/12 MT 2	2-3p <u>Rate</u> \$100.00	:30	NM	2	\$200.00
N 14 KVVU 08/22/12 08/24/12 Anderson <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/20/12 08/26/12WTF 3	3-4p Rate \$100.00	:30	NM	3	\$300.00
N 15 KVVU 08/27/12 08/28/12 Anderson Start Date End Date Weekdays Spots/Week Week: 08/27/12 09/02/12 MT 2	3-4p <u>Rate</u> \$100.00	:30	NM	2	\$200.00
N 16 KVVU 08/22/12 08/24/12 The Dr.Oz Show Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12WTF 3	4-5p <u>Rate</u> \$155.00	:30	NM	3	\$465.00
N 17 KVVU 08/27/12 08/28/12 The Dr.Oz Show Start Date End Date Weekdays Spots/Week Week: 08/27/12 09/02/12 MT 2	4-5p <u>Rate</u> \$155.00	:30	NM	2	\$310.00
N 18 KVVU 08/22/12 08/24/12 Fox 5 News at 5 Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12WTF 3	5-530p <u>Rate</u> \$275.00	:30	NM	3	\$825.00
N 19 KVVU 08/27/12 08/28/12 Fox 5 News at 5 Start Date End Date Weekdays Spots/Week Week: 08/27/12 09/02/12 MT 2	5-530p <u>Rate</u> \$275.00	:30	NM	2	\$550.00
N 20 KVVU 08/22/12 08/24/12 Fox 5 News at 5 MF 530-6p Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12WTF 3	M-F 530-6p <u>Rate</u> \$265.00	:30	NM	3	\$795.00
N 21 KVVU 08/27/12 08/28/12 Fox 5 News at 5 MF 530-6p Start Date End Date Weekdays Spots/Week Week: 08/27/12 09/02/12 MT 2	M-F 530-6p <u>Rate</u> \$265.00	:30	NM	2	\$530.00
N 22 KVVU 08/22/12 08/24/12 MORE Access <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/20/12 08/26/12WTF 6	6-7pm <u>Rate</u> \$145.00	:30	NM	5	\$1,015.00
Spot Ch Date Range Description 1 KVVU 08/20/12-08/26/12 MORE Access See MG 22.7,22.8	Start/End Time 6-7pm	Weekdays Length	<u>Rate</u> <u>Type</u> \$145.00 NM		
2 KVVU 08/20/12-08/26/12 MORE Access See MG 22.7,22.8	6-7pm	WThF :30	\$145.00 NM		
4 KVVU 08/20/12-08/26/12 MORE Access See MG 22.9	6-7pm		\$145.00 NM		
5 KVVU 08/20/12-08/26/12 MORE Access See MG 22.7,22.8	6-7pm		\$145.00 NM		
7 KVVU 08/22/12-08/24/12 Fox 5 News at 6pm ⊕ MG for 22.5,23.2,22.2,22.1	M-F 6-630pm		\$290.00 NM		
8 KVVU 08/22/12-08/24/12 Fox 5 News at 6pm ⊕ MG for 22.5,23.2,22.2,22.1	M-F 6-630pm		\$290.00 NM		
9 KVVU 08/22/12-08/24/12 Fox 5 News at 6pm ⊕ MG for 22.4 08/23	M-F 6-630pm	WThF :30 :	\$145.00 NM		
N 23 KVVU 08/27/12 08/28/12 MORE Access	6-7pm	:30	NM	3	\$435.00

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 Advertiser
 Original Date / Revision

 Dean Heller For Senate
 06/25/12 / 08/23/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Amount Rate Type Spots Start Date **End Date** Weekdays Spots/Week Rate Week: 08/27/12 09/02/12 \$145.00 Date Range Spot Ch Description Start/End Time Type <u>Weekdays</u> **Length** <u>Rate</u> 2 KVVU 08/27/12-09/02/12 MORE Access 6-7pm MTu--:30 \$145.00 NM See MG 22.7,22.8 24 KVVU 08/22/12 08/24/12 Fox 5 News M-F 10p-11p 10p-11p :30 NM 6 \$4,500.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 08/20/12 08/26/12 --WTF--\$750.00 25 KVVU 08/27/12 08/28/12 Fox 5 News M-F 10p-11p 10p-11p :30 NM \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 08/27/12 09/02/12 \$750.00 4 26 KVVU 08/23/12 08/23/12 Fox 5 News M-F 11p M-F 11-1135p :30 NM \$450.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 08/20/12 08/26/12 ---1---\$450.00 FOX 5 News Sat 10-11p N 27 KVVU 08/25/12 08/25/12 10-11p Sat :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 08/20/12 08/26/12 \$500.00 ----1-1 N 28 KVVU 08/26/12 Fox News Sunday 8-9a 08/26/12 8-9a :30 NM \$150.00 Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12 ----1 \$150.00 29 KVVU 08/26/12 08/26/12 Fox 5 News Su 10p-1045p Su 10p-1045p :30 NM 1 \$745.00 Start Date **End Date** Spots/Week <u>Weekdays</u> Rate Week: 08/20/12 08/26/12 ----1 \$745.00 KVVU 08/26/12 08/26/12 Sports Plus Su 1045p 1045p-11p :30 NM \$425.00 Start Date **End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 08/20/12 08/26/12 \$425.00 KVVU 08/22/12 Fox 5 News AM M-F 7a-9a 08/24/12 M-F 7a-9a :30 NM 6 \$2,190.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 08/20/12 08/26/12 \$365.00 -WTF-6 KVVU 08/27/12 Fox 5 News AM M-F 7a-9a M-F 7a-9a 08/28/12 :30 NM \$1,460.00 **End Date** Start Date <u>Weekdays</u> Spots/Week Rate Week: 08/27/12 \$365.00 09/02/12 MT----4 Totals 83 \$25,220.00

Time Period # of Spots **Gross Amount** Net Amount 07/30/12 -08/26/12 52 \$16,125,00 \$13,706,25 \$7,730.75 08/27/12 -08/28/12 31 \$9,095.00 Totals 83 \$25,220.00 \$21,437.00

Signature:	Date:	
Signature:	Date:	

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482818 \$\$\$ REP HEADLINE# 6213648 TRF# \$\$\$ MOD# 3: UNAPPROVED REV #1

610-225-1191 REPORT FROM REP FAX# RISK !!! HARRIS CREDIT REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

AUG23/12 09.14 *** KVVU-TV ***

CHANGES

SALESMAN REGIONAL TERESA DIFURIA WILLIAMS OFF.# 762 LOCAL NEIL PH-CLASS: NATL. SALES PRSN NAME BUYER REP.# 200 SUITE SERVICES POLI/D HELLER/R/SEN/NV # 6213648 DC 20007 MN MEDIA STREET WASHINGTON, CONTRACT STRATEGIC 3299 NAME NAME AGY. ADV. 1751 # ORDER AGX ADV

ORDER, INVOICE) (LINE, COMMENTS: WK-1AUG28/12 EST# D HELLER FOR SENATE DATES AUG22/12 FLIGHT PRDCT

BILLING NEEDED CO-OP TAX STATE CITY TAX

.14

90

DATE AUG23/12

7

SINCE LOGS WERE ALREADY CLOSED AND MOVEDTO LINE Ŋ CXL 1X ON LINE TO ROSE FROM TERESA NCIT

REP:

PLEASE CONFIRM THANKS

STA:

CASH IN ADVANCE SCHEDULE 4 H S THIS **** CON CM

SENATE DEAN HELLER FOR

. SPOTL:	П		7	
DAYS				
	THU		TUE	
PTS: WEEK /WK: INVT				
	Н		N	
END	8/23		8/28	
E R				
: START : DATE	8/23		8/28	
RATE	\$385.00	ом 6213595	\$385.00	
SEC:		S FRO		
: LGTH : S	30	IVESTMENT \$	30	
TIME PERIOD	S 600A-700A	NEWS 1X ADDED REINVESTMENT \$\$ FROM	7 s 600A-700A	NEWS
:LINE#:REP :CD:	N N	PROGRAM : CON COM1:	7 S 6	PROGRAM :

25220.00

TOTAL SPOTS

CONTRACT

\$9,095.00

SEP/12

16125.00

AUG/12

 REP HEADLINE#
 6213648
 TRF#
 482818

 \$\$\$ MOD#
 3: UNAPPROVED
 REV
 #1
 \$\$\$

FAX# 610-225-1191 AGENCY CREDIT RISK !!!

AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

CHANGES REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AUG23/12 09.14 *** KVVU-TV ***

:TOTI:	:SPTS:
DAYS	
END : SPTS: WEEK :	DATE : /WK: INVT :
	••
START	DATE
••	
RATE	
: LGTH : SEC :	
TIME PERIOD	
:LINE#:REP :CD:	: :#BZHT: :

% CABL _% KVCW 4% KVMY KTNV 18% KLAS 36% KSNV **KVVU 15%** MARKET TOTALS \$165,566

DEMOS- RA35+* SVC- NSI

Y-DAYS Z-COMMENTS *-MULTIPLE N-PROGRAM NAME M-MAKEGOOD L-LENGTH X-LATE T-TIME DE-DELETE E-EFF DATES S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT A-ADD MOD CODE

482953 \$\$\$

HEADLINE# 6213595 TRF# MOD# 3: UNAPPROVED REV #1

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AUG22/12 16.11 *** KVVU-TV *** FAX# 610-225-1191 FROM REP RISK !!! REPORT F CREDIT HARRIS AGENCY REP: TEL# 610-293-4100 CREDIT ADVISORY: AGEN ORDER WORKSHEET

16.11 DATE AUG22/12 SALESMAN REGIONAL DIFURIA WILLIAMS TERESA OFF.# 762 LOCAL NEIL PH-CLASS: NATL. NAME PRSN BUYER SALES **REP.#** ORDER, INVOICE) NEEDED BILLING 200 (LINE, SUITE SERVICES HELLER/R/SEN/NV COLOP COMMENTS: 20007 6213595 STREET NW, STRATEGIC MEDIA D WK-1# WASHINGTON, CONTRACT AUG21/12 3299 K. POLI/D EST# TAX SENATE NAME NAME STATE DATES AUG15/12 AGK. ADV. FOR FROM TERESA HELLER ROSE 1751 OL Д CITY TAX # FLIGHT # ORDER # PRDCT ADV AGX REP:

BEING REINVESTED ON HDLN 6213595 OKED M6... \$\$\$ REV TTL 14305 PLEASE CONFIRM THANKS!

STA:

IN ADVANCE SCHEDULE CASH ď S THIS **** CMCON

SENATE HELLER FOR DEAN

:LINE#:REP :CD: TIME PERIOD : LINE#: :	: LGTH : SEC :	RATE	START DATE	END DATE	. S	TS: WEEK: DAYS WK: INVT:	: TOTL:
2 s 600A-700A	30	\$385.00	8/20	8/21	Н	M-TU	ч
PROGRAM : NEWS CON COM1: MAX 1X DAY CREDIT TAKEN FOD 1 CD	DAY 1 coon (c) Miccol	C C					

MISSED S FOT. (S)

MISSED: M-TU/600A-700A CREDIT TAKEN FOR STATION MAKEGOOD OFFERS: 9 W

OFFER: NONE

CREDIT TECHNICALLY DIFFICULTIES. FLIGHT ENDED PLS CMT:SPOT DNA DUE TO

AUG20

14305.00 AUG/12

14305.00 TOTAL CONTRACT

(AUG22/12)

\$385.00

308